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SMALL BUSINESS ASSISTANCE GRANT APPLICATION



Kanawha County Commission

407 Virginia Street East
Charleston, WV 25301

For more information call 304-357-0101

I. APPLICANT INFORMATION

Applicant:

Name: Megan Gall

Address: 833 Edgewood Drive

City: Charleston State: WV Zip Code: 25302

Phone: 720-933-7775 Email: megan@blockwellconsulting.com

Individual Business Entity Non-profit

Business Information:

Name: Blockwell Consulting, LLC

Address: same as applicant

Type of Ownership:

Sole Proprietor Corporation LLC Nonprofit

Type of Business:

Retail Business Service Restaurant Manufacturing

Other: Consulting (research, mapping, and data analysis)

Is your business registered with SAM.gov? Yes No

Provide a brief description of the business that is starting or expanding. Your attached business plan can more fully explain your products or services, so please be brief but informative.

At Blockwell Consulting, LLC (BWC) we provide data analysis you can rely on to tell a powerful story.

BWC is a boutique firm focused on providing non-profits with quantitative social science research and data services. Dr. Megan Gall opened BWC after working for more than 15 years in nonprofits. She is a quantitative social scientist and holds a PhD in political science, a Master's degree in Geographic Information Science (GIS), and GIS professional certification (GISP). BWC has grown since inception and she's built a small team dedicated to our growing clientele.

At BWC, we focus on questions that examine policy and demographics. We believe history and geography matter. Those are the lenses through which we study current policy and potential reforms. We are dedicated to rigorous, data-driven analyses.

BWC clients include the U.S. Department of Justice, state governments, private law firms, and national and local nonprofits. Clients enjoy working with BWC because we are exceptionally responsive. They can rely on us to provide the social connective tissue that gives data power and helps clients make informed decisions.

Dr. Gall owns and operates Blockwell Consulting, LLC, a Limited Liability Company registered in Kanawha County, WV.

1. How many employees does your small business employ? one person
2. In what industry is your small business? consulting
3. Has your small business incurred costs for COVID-19 mitigation and prevention measures? If so, describe the costs, mitigation, and prevention measures:

Dr. Gall opened Blockwell Consulting, LLC. in 2021, after relocating home to Kanawha County from the D.C. area during the onset of COVID-19. While the business start up has been labor intensive, steady growth ensued throughout the first year. The business, however, is experiencing slow growth in client base in Kanawha County due to COVID-19 meeting cancellations, lack of available networking and marketing opportunities, and limited exposure to target clients throughout the pandemic. These growth goals necessitate a current campaign to improve the reach and awareness of Blockwell Consulting, LLC in the Kanawha Valley. This proposal is designed to support actions that will help build inroads in the local community in order to meet expansion and growth potential and mitigate the lost revenue and business due to COVID-19. Blockwell Consulting is requesting American Rescue Plan support to ensure business growth and continuity.

4. How will you use the funds received from the Small Business Assistance program? (e.g., Will you hire new workers, provide on-the-job training, obtain technical assistance, support payroll, benefits, rent, utilities, or other operating costs?)

I'll use funds for 2 categories of working capital including marketing-related and office-related. Marketing-related funds will be used for brand development including logo design and copyright, and subsequent design for business cards, thank you cards, and stationary. We'll also develop branded templates for company materials including client reports, bids/proposals for work, and presentation slide decks. I'll use office-related working capital funds primarily for computers, membership fees to local business associations, WV state business registration fees, legal fees, and insurance fees.

5. Has your small business faced periods of closure as a result of the COVID-19 pandemic? If so, please describe.

Blockwell Consulting, LLC did not have to stop production because of the COVID-19 pandemic. But many of our clients did and as a results, we lost business.

6. Has your small business experienced loss of revenue or financial hardship as a result of the result of the COVID-19 pandemic? If so, please describe.

We had clients cancel or limit work when COVID-19 hit because they either had less funding or some organization goals were no longer viable. For instance we were in talks to create 'walk lists' for an organization who had teams ready to walk neighborhoods, knock on doors, and speak with residents. But when the pandemic hit, the organization had to rethink outreach and negotiations shut down.

Luckily, because much of our services can be done on computers, we were comparatively protected and we are grateful. However, additional capital is needed now to ensure we can meet our business growth goals over the next two years and do not lose additional opportunity due to COVID-19.

6. Do you intend to use your small business assistance funds for capital expenditures? If so, what capital expenditures do you intend to make and what is your time for completion of capital expenditures?

No, we do not intend to use small business assistance funds for capital expenditures.

7. Are you requesting funds to open a startup business? If yes, did you lose expected startup capital or face other difficulties, cost increases, or delays due to the COVID-19 pandemic? Please describe fully.

No, the business is already opened, we are requesting funds to support growth and expansion throughout Kanawha County over the next two years.

II. FINANCING NEEDS

Total Amount of Investment: \$63,115

Total Amount of ARP Funding Request: \$24,115

III. SOURCES AND USES OF FUNDING

Sources of Funding

Source	Amounts	Terms	Is Funding Committed Yes/Pending
American Rescue Plan	\$24,115	All-KAN-ARP-Grant	Pending
Client Contracts	\$39,000	Fee for Service	Pending

Use of Funds

Item and Description	Budget Amount	ARP Funds Needed	
		Yes	No
Search Engine Optimization & Web Redesign	\$2,000	X	
Full Bundle Brand Design Services & Printing	\$2,400	X	
On Brand Template Creation	\$1,500	X	
Client Kanawha County Gift Baskets	\$2,000	X	
LinkedIn Premium	\$540	X	
Business Association and Vendor Fees	\$1,775	X	
Laptop Computers (2)	\$2,100	X	
Insurance for 2023 and 2024	\$6,800	X	
Legal Fees/Legal Counsel	\$5,000	X	
Editor/Direct Labor= \$1,625/month x 2 yrs	\$39,000		X

IV. NUMBER AND TYPE OF JOBS CREATED

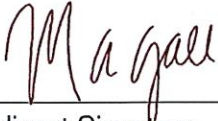
Year One: One consulting position

Type(s): 1099 position for editing and grant writing services

Year Two (projected): One consulting position

Type(s): 1099 position for editing and grant writing services

This application is being submitted with the information that is correct and complete, to the best understanding of the applicant.



Applicant Signature

7/31/2022

Date

Printed Name and Title: Megan Gall - Principal

ATTACHMENT: Your business plan MUST contain the following information:

- Description of the business and its goods and/or services
- Demand for proposed for goods or services
- Target market and marketing approaches
- Amount of funding required to capitalize the business and operate with adequate cash flow
- How the ARP funds will be used including a description of the work done or equipment purchased
- Three year operating pro forma

The ARP program requires the following information:

- Personal financial statement
- Personal or business tax return
- Building lease if applicable

HOW DO I SUBMIT MY APPLICATION?

Email the completed application to: kimmallory@Kanawha.us

Mail the completed application to:

Kanawha County Commission
Attention: Kim Mallory
PO Box 3627, Charleston, WV 25336

Submitted applications will be made publicly available and will be posted on the County's website.